

## November 2009 Vol. 10, No. 5

## Monthly Retailer Newsletter

Instant Games make great holiday gifts!



18+

**DO NOT** sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



**INTEGRITY MATTERS:**  
 Avoid Risking Your  
 Lottery License.  
 Details Inside!

Dear Lottery Retailers:

This month marks the roll out of the 2009 collection of holiday-themed lottery tickets. These attractive tickets make excellent gifts and special surprise enclosures in holiday cards. Holiday tickets are available at every price point and each has To/From boxes to allow the ticket to function as a gift tag.

The important thing to remember is that not only are these tickets helping to spread holiday joy across South Carolina, but they are also supporting educational initiatives for students of all ages within our state.

So, the next time customers mention being unable to decide what to give someone on their lists, ask them to celebrate education and give the gift of an SCEL holiday ticket. And, please start to prepare for the holiday season by stocking up on your inventory of tickets.

In November, and every month, the SCEL Commission and our entire staff give thanks for the hard work of our retailer network. Your dedication has resulted in more than \$2.2 billion appropriated to support education in South Carolina, and your contributions are felt across the state at county libraries, public schools and institutions of higher learning. Working together, we make a positive difference every day.

My thanks and best to you.

Sincerely,

*Paula Harper Bethea*

**Paula Harper Bethea**  
Executive Director

*If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.*

## Welcome to Selling Points

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

**Stolen/Missing/Extra Tickets:** 1-866-269-5668

**Intralot Help Desk:** 1-877-500-5202

**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)

**Licensing Information:** 1-866-737-7235 (Option 4)

**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:

[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## BEACH, BOOGIE & BBQ

By **Stephanie Hemminghaus**  
Media Relations Manager

Congratulations to our winners in the Harley-Davidson® Second-Chance Summer Grand Prize Reveal promotion held during the Labor Day weekend in Myrtle Beach. Victoria Ross (pictured) of Greenville won a Harley-Davidson® Fat Boy® motorcycle. Vicki Elmore of Honea Path and Greg Kinnard of Myrtle Beach each won \$1,000!



SCEL awarded another Fat Boy® to one lucky player on Friday, September 4. Fabiana Oliveria of Myrtle Beach was the winner!

Encourage your players to visit us online at [www.sceducationlottery.com](http://www.sceducationlottery.com) for a complete list of currently running promotions.

AVOID RISKING  
YOUR LOTTERY  
LICENSE!

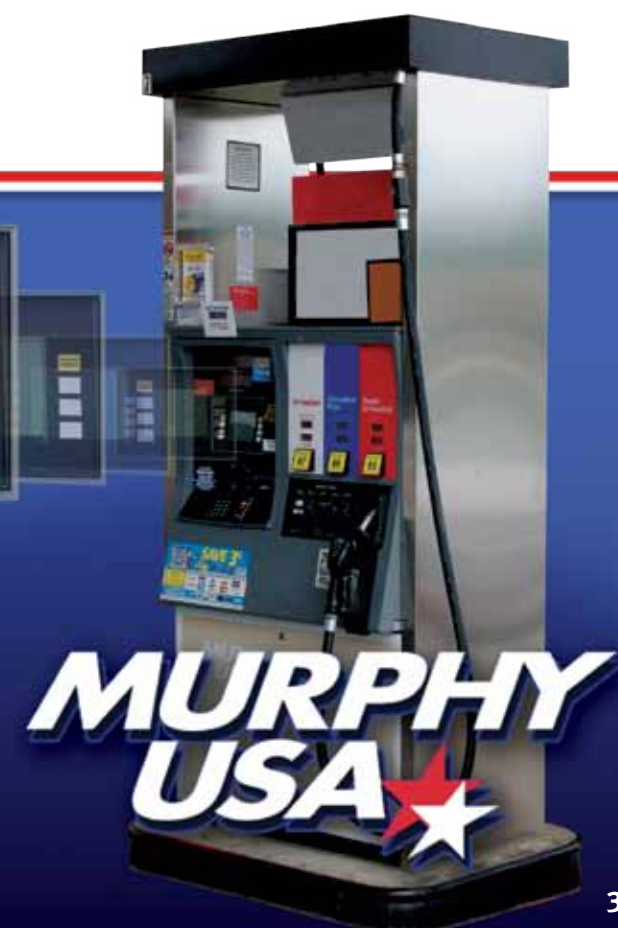
### Retailer Alert from the Legal and Security Departments

Retailers are crucial to upholding the integrity of and the public's trust in the lottery. Unfortunately, a few retailers have fallen short by not abiding by state law or our contract. One retailer refused to cash a \$50 winning ticket unless the winner agreed to purchase more lottery tickets; another retailer recently "bought" – at a discount – a winning ticket worth over \$500 from a winner and had a relative file the claim. A retailer's license was revoked after an employee falsely insisted that a \$600 prize winning ticket was only worth \$50. SCEL takes player complaints very seriously; some investigations have resulted in criminal charges. You are liable for the actions of your employees. If you have any questions about your obligation to pay winning tickets, ask your MSR.



### Getting Pumped Up!

Filling a car with fuel requires the driver to look at the pump and stand motionless for up to 3 minutes. The average motorist visits a gas station at least once a week. This type of advertising provides an inexpensive and valuable opportunity to drive customers inside your store and increase walk-in sales. Congratulations and thanks to Murphy USA for "pumping up" their lottery sales!



# LOTTERY TICKETS MAKE GREAT GIFTS!

Is your ticket dispenser ready for the holiday sales rush? This season you will encounter customers with two things in common: they need holiday gift ideas and they are in a hurry. As an SCEL retailer partner, you have great gift options to offer your customers – holiday instant tickets.

Here are some tips for making the most of your holiday ticket sales:

**1. Know the Games** – This year there is a holiday game at every available instant price point and a new Add-A-Play game for your online game players.

**\$1 Merry Money** comes in three festive colors: red, green and gold. The elegant wintry scene, rich colors and low price make for a perfect gift for anyone on your holiday shopping list.

**\$2 Mistle Dough** has a whimsical holiday look, including mistletoe and stacks of cash.

**\$3 Jingle Bucks** features bells and dollar bills. The bonus box at the top offers a chance to win \$50 instantly!

**\$5 Winter Jackpot** features two bonus boxes, each with a chance to win \$50.

**\$10 Holiday Riches** is the grandest of the holiday instant games, with prizes up to \$200,000. Two bonus boxes each offer a chance to win \$100 instantly.

**\$1 Holiday Cash Add-A-Play** is new this year. Add one game of holiday tic-tac-toe to any Pick 3, Pick 4 or Palmetto Cash 5 ticket for just \$1 or add up to 5 games for \$1 each. Prizes are from \$2 to \$100.

**2. Ask for the Sale** – The following sample phrases take just seconds but could translate in to increased sales.

- “Would you like to buy a lottery ticket? They make great gifts!”
- “Would you like the entire set of holiday instant games?”
- “How about a Holiday Cash Add-A-Play? You could win up to \$100.”

**3. Display the Tickets** – Make sure you have all of the holiday games stocked and prominently showing in the dispenser. A customer just passing through might notice them and want to buy a ticket for a special family member.

**4. Recommend Tickets as Gifts** – Lottery tickets make fun, fast and easy gifts. All games feature “To:” and “From:” spaces so players can use the tickets as gifts – no gift wrap required! Tickets work well as stocking stuffers and as gift tags on wrapped presents.

**5. Introduce the Lottery to New Players** – Tell your regular players about the new games and remember that new and infrequent players are often attracted to the holiday games. Someone that does not usually play lottery games may like to try the holiday games because it is a special occasion.



# THE PRICE WAS RIGHT

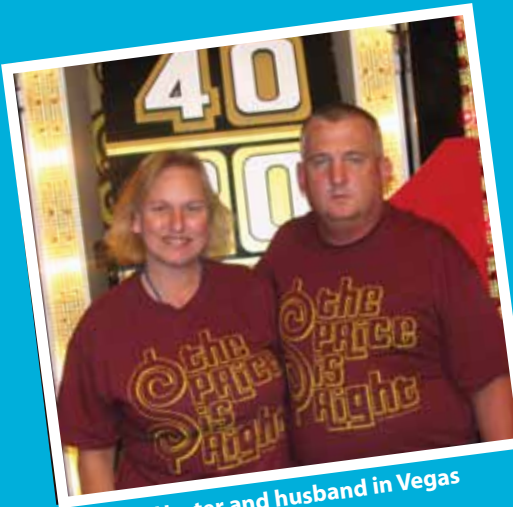
In June, four lucky lottery players and their guests traveled to Las Vegas. The trips were part of The Price Is Right® second-chance promotion. Players attended a special edition of The Price Is Right® Live! stage show and got to bid on items for the chance to play a pricing game like on the television show. Our South Carolina winners played against winners from other state lotteries.

The big winner in our group was Vickie Hester of Summerville. Vickie bid closest to the retail value of a bike (\$749) and got to go on stage. In the game she played on stage with the host, she won a secretary desk, a laptop computer and a lawnmower, all valued at over \$7,500. She even made it all the way to the Showcase Showdown™ where she overbid on a package that included a new car. In a special Big Money Wheel game where players had the chance to win up to \$1 million, Vickie took home \$9,000!

In addition to participating in The Price Is Right® game, the trip winners also stayed in fabulous hotel rooms on the Las Vegas Strip and received tickets to a popular show.

June trip winners were:

- Teresa Madden – Pickens
- Vickie Hester – Summerville
- Sean O'Connor – North Charleston
- Chaikowsky Holloway – Batesburg



Vickie Hester and husband in Vegas

Five more players will make the trip to Las Vegas this month.

Tell your customers about the great opportunities available by entering non-winning tickets in second-chance promotions.

## BIG LEAGUE BASEBALL DRAWING FOR \$100,000!

Remind your players they still have time left to enter their non-winning Big League Baseball tickets in the final second-chance drawing for the \$100,000 prize. According to the official rules, the deadline for receiving entries by mail is the last scheduled mail collection occurring during normal business hours on Friday, December 4. For electronic entries, players have until 11:59 p.m. on Friday, December 4 to submit entries. Entries that are found to have been both mailed in and also submitted on the Internet will be disqualified. All entries not selected as winners in the first two drawings are carried over to the final drawing.

Holiday CLOSINGS

NOVEMBER:  
Wed., Nov. 11, 2009: SCEL offices will be closed to observe the Veterans Day holiday. Retailers will NOT be able to order tickets. Tickets ordered BEFORE 5 p.m. on Tues., Nov. 10, will be delivered on Wed., Nov. 11, 2009. Drawings will be held as scheduled. Remember to order early.

Thurs. and Fri., Nov. 26 and 27, 2009: SCEL AND our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered BEFORE 5 p.m. on Tues., Nov. 24, will be delivered on Wed., Nov. 25. Tickets ordered on Wed., Nov. 25, will be delivered on Mon., Nov. 30. STOCK UP EARLY for the holiday weekend.

DECEMBER:  
Thurs., Dec. 24: The Governor has traditionally granted State Employees a holiday for Christmas Eve. Tickets must be ordered BEFORE 5 p.m. on Wed., Dec. 23, for delivery on Thurs., Dec. 24. STOCK UP EARLY for the holidays.

Fri., Dec. 25: No midday drawings will be held on Christmas Day. The Friday evening Pick 3, Pick 4, Palmetto Cash 5 and MegaMatch 6® drawings will be held Christmas night. Retailers will NOT be able to order tickets. Our delivery partners will be closed.

Mon., Dec. 28: SCEL will be closed to observe the day after Christmas holiday. Retailers will NOT be able to order tickets.

Tues., Dec. 29: SCEL will be open. Tickets must be ordered BEFORE 5 p.m. on Tues., Dec. 29, for delivery on Wed., Dec. 30.

Wed., Dec. 30: SCEL will be open. Tickets ordered on Wed., Dec. 30 and Thurs., Dec. 31 will be delivered on Mon., Jan. 4, 2010, as our delivery partners will be closed New Year's Eve and Day. Drawings will be held as scheduled.

Thurs., Dec. 31: SCEL will be open, but our delivery partners will be closed. Tickets ordered on Wed., Dec. 30 and Thurs., Dec. 31 will be delivered on Mon., Jan. 4, 2010. Drawings will be held as scheduled.

RETAILER *Spotlight* La Poblanita Fort Mill



The Powerball® Jackpot is hard to miss on La Poblanita's JumboTron overlooking I-77.

By Monica Moreira, Upstate MSR

If you want to play the Lottery and be greeted with a great smile and experience exceptional customer service, look no further than **La Poblanita** in **Fort Mill**. Pedro Zuniga is the owner of two stores in the Plaza Fiesta Mall: **La Poblanita** and the recently opened **La Poblanita Groceries**. Zuniga always has the dispensers full, offers every available instant ticket and supports all of our online products.

Zuniga follows four simple steps to keep his customers happy and increase the store's bottom line:

- His location always cashes winning tickets up to and including \$500;
- Zuniga and his staff keep a spotless store;
- The location displays lottery signs to attract players; and
- Staff prides itself on learning about lottery games and promotions in order to answer players' questions.

Zuniga wants to sell the next \$1 million lottery ticket and believes technology is on his side. He displays the Powerball® jackpot on a JumboTron at the Plaza Fiesta Mall. You can see it from a mile away driving on I-77! Way to go, **La Poblanita**!

Next time you are driving on I-77 at mile marker 90, look for the JumboTron to check the Powerball® jackpot. If you have time, please stop in to see Zuniga and his family. Great customer service and a warm smile will greet you.

Instant Games!

Pick 3

Pick 4

Palmetto Cash 5

MEGAMATCH

POWERBALL

South Carolina Education Lottery

WINNERS'board

\$1,000

\$100,000 Super Cash

Cory Bender – Simpsonville

Purchased from The Spinx Co. Inc. #193 – Simpsonville

\$75,000

PAC-MAN™

Theresa Lino – Pawleys Island

Purchased from Hot Spot #1103 – Pawleys Island

\$20,000

Betty Boop™

Gerald Carroll – Jackson

Purchased from Greg's Gas Plus #12 – N. Augusta

\$903

Palmetto Cash 5

Emily Strickland – Simpsonville

Purchased from VGO Mart 2 – Greenville

\$1,000

Mega Jumbo Bucks

Colette Gary – Greenville

Purchased from Kash-N-Kerry – Greenville

\$1,000

Mega Jumbo Bucks

Ryan Daff – Neeses

Purchased from Henry's Travel Plaza – Orangeburg

\$5,040

MegaMatch 6®

Toby Funderburk – Georgetown

Purchased from Shell Quick Mart – Georgetown

\$50,000

Powerball®

Arturo Alleyne – Philadelphia, PA

Purchased from Kangaroo Express #3482 – Surfside Beach

\$1,000

20 Grand

Nicholas Justice – Union

Purchased from Li'l Cricket #804 – Spartanburg

\$600

Pick 4

Christopher Anderson – Allendale

Purchased from Shorty's Horizon – Norway

\$10,000

Junior Jumbo Bucks

Melissa Verdery – N. Augusta

Purchased from Sportman's Corner #6 – Clarks Hill

\$1,200

Palmetto Cash 5

Billy Rodgers – Gaffney

Purchased from Cherokee Food Mart – Gaffney

6

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# Upcoming Games

The following games are scheduled to launch Tuesday, November 10.



Artwork shown is not necessarily representative of final product and is subject to change.



# Ending Games \*

Please start selling down the following games:

SC-331 Wild Doubler

Last day to sell:  
Tuesday, September 29, 2009

Last day to return:  
Thursday, October 29, 2009

Last day to redeem:  
Tuesday, March 2, 2010

SC-285 Carolina Riches 6th Anniversary

Last day to sell:  
Wednesday, December 16, 2009

Last day to return:  
Friday, January 15, 2010

Last day to redeem:  
Tuesday, March 16, 2010

\* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Tuesday, September 29, 2009.

## Ticket Alerts \*

- Tuesday, November 3: Last day to redeem Golden Tee® Golf (#328) and Big Money (#343).
- Friday, November 6: Last day to return Deal or No Deal (#293) and Harley-Davidson® (#339).
- Tuesday, November 17: Last day to redeem Cash Money (#299), Money Roll (#315) and The Money Game (#330).
- Friday, November 27: Last day to return Lucky Cash (#316).